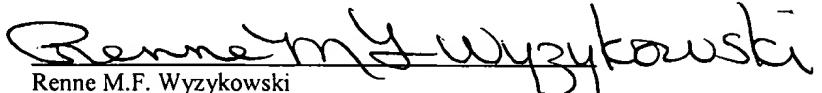




PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on February 12, 2007.


Renne M.F. Wyzykowski

Appl No.	: 09/944,348	Confirmation No. 9772
Applicant	: Thomas P. Ivanyi	
Filed	: August 31, 2001	
Title	: SYSTEM AND METHOD FOR MEASURING AND STORING INFORMATION PERTAINING TO TELEVISION VIEWER OR USER BEHAVIOR	
TC/A.U.	: 2623	
Examiner	: Peter C. Wilder	
Docket No.	: 57547/A719	
Customer No.	: 23363	

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Post Office Box 7068
Pasadena, CA 91109-7068
February 12, 2007

Commissioner:

In response to the Office action of August 10, 2006 please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.